

Abstract

The Internet-based method of communicating interacts with a plurality of members each having a computer-based communications system with an e-mail facility. The method of communicating, in one embodiment, includes a web-based user interface for data input of member data. The member data includes communications data (e-mail address) for each member, and demographic data or personal data regarding each member. The member data is organized to a data structure such as data base. An e-mail communication is prepared and a command sequence including a hyperlink to a first web site and referral communications data packet associated with the hyperlink is embedded in the e-mail. Upon actuation of the hyperlink by the member, the referral data packet is sent to a second web site. The referral data packet includes one or more data elements such as sponsor data, recipient member data, e-mail campaign data and sometimes action member data. The computer-based method of communicating prepares a list of members and broadcasts the communication to members based upon the list. A report is made of the receipt of referral communications data packet. The method of communicating can be enhanced to encompass a multi-modal method of communicating wherein some members have pagers, cellular telephones and/or land-line telephones. If some members do not respond to the initial e-mail communication, the computerized multi-modal method generates a digital version of an audio communication (to be presented over the cellular telephones and land-line telephones) and a paging message (to be presented to pagers) and to fax machines.